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## About Turpin Communication

Turpin Communication is a **presentation and facilitation skills training company** based in Chicago, IL. Founded in 1992, the company has a solid track record of providing customized live training workshops to companies in a variety of industries.

Since its inception, Turpin has been committed to providing relevant, practical and highly tailored training programs. The underlying premise of their approach is the notion that traditional presentation skills training—based on the assumptions and methods found in the "Public Speaking 101" model—is not helpful for today's business presenters.

### Three Key Principles Make Turpin Communication Unique

Turpin's technique, developed through years of experience in the classroom, is built on three key principles, all relevant to both presentation and facilitation skills training:

1. Today's business presentations are not formal, speaker-centered events. They are informal and interactive. Because of this, it's useful to think of presentations as "**orderly conversations**." Orderly in that they are carefully prepared and organized. Conversations because they need to be interactive and spontaneous. Training needs to develop the skills to manage this complex process, whether it takes place as part of a meeting, training session or presentation.
2. Every presenter and facilitator has a "**default approach**" to preparation. Understanding this default is the key to determining what he or she needs to do to improve. Practice-makes-perfect, for example, is not always the case.
3. Presenters and facilitators need to **engage their listeners**. When they're engaged, that is once they've taken control of their thoughts and connected with their listeners, their nerves can be managed and their natural communication style can emerge. Training needs to develop the skills to make this happen.

## **Keeping Training Relevant and Applicable Back on the Job**

Turpin uses a blended learning approach in which skills are introduced, developed, refined and reinforced over a 12-month period. Additionally, Turpin works with clients on real-life situations, usually their next presentation or facilitation event. This way, the results are tangible and relevant to the client, and have longer-lasting results.

## **Mission**

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Turpin Communication is dedicated to helping business presenters succeed. Our goal is to provide the most practical, personal, long lasting, no-nonsense presentation skills and group facilitation skills training available anywhere.

Meeting our goal requires a close partnership with our clients—a partnership built on trust, frequent communication, and deep insight into client needs and goals.

## **Benefits of Training**

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As the tag line says:

**Forget Public Speaking 101.**

**Throw out generic rules.**

**This is Communication Training. REDEFINED.**

**Find your focus. Be yourself. Only better.**

No matter what their level of experience or effectiveness when they come into a workshop, we help presenters and facilitators:

- Engage listeners in an orderly conversation
- Manage their default approach so that they can capitalize on their strengths and improve their weaknesses
- Facilitate balanced discussions with their listeners by encouraging interaction and controlling the process
- Reinforce their skills with 12-months of blended learning opportunities through eCoach, our online learners' portal

## **Key Clients**

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Advocate Healthcare  
Bank One  
BlueCross BlueShield Association  
Chicago Mercantile Exchange  
Cisco  
Dairy Management, Inc.  
Experian  
Family Firm Institute  
Grainger  
Kellogg Company

Kraft  
Loyola University Chicago Family Business  
Center  
Parke-Davis  
Quaker Tropicana Gatorade  
Tetra Rex Packaging Systems  
The Art Institute of Chicago  
Radio Flyer  
Toyota Motor Sales, USA  
Warnaco

